

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 16, 1998

RJR Account #«SIS»

«NAME»

«ACCOUNT»

FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021

Dear «GREETING»:

DORAL Gratis product (6M), and matching *Live* product (12M), has been ordered, along with 15-Pack Carton Kits, Item #536813, and P.O.S. Kits, Item #536822 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

«PO»

DORAL BRAND STYLES	#/ (6M) GRATIS Cases	GRATIS UPC Code	#/ (12M) LIVE Cases	LIVE UPC Code
<i>Light</i>	«STYLE1»	12300-21861	«STYLE1»	12300-15112
<i>Lt 100</i>	«STYLE2»	12300-24987	«STYLE2»	12300-15212
<i>Men Lt 100</i>	«STYLE1»	12300-24990	«STYLE1»	12300-15812
<i>FF</i>	«STYLE1»	12300-21859	«STYLE1»	12300-16612
<i>FF 100</i>	«STYLE2»	12300-24988	«STYLE2»	12300-15312
<i>Ult Lt 100</i>	«STYLE1»	12300-24991	«STYLE1»	12300-16712

15-Pack Carton Kits (Item #536813)

SKU CUBE: 1.8512

SKU WT (w/o Product): 4.4800 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 20 Savings Cartons

Product / Display Arrival: February 4, 1998

Ship Date to Retail: Week of: February 16, 1998

EFT \$ Amount: \$«EFT»

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«ACCOUNT»

Promotion Description:

Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place ¹⁷² a five-pack *gratis* offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

**Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100**

**SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'**

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A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$14.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: «CC»

L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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